

**PENDING CLAIMS SUBJECT TO EXAMINATION**

1. A method of modulating transcription in a cotton plant, the method comprising introducing into the cotton plant a recombinant expression cassette comprising a promoter sequence operably linked to a heterologous polynucleotide sequence encoding a cotton MYB polypeptide, wherein the polynucleotide comprises a sequence at least 80% identical to SEQ ID NO:1.
  3. The method of claim 1, wherein the polynucleotide is as shown in SEQ ID NO:1.
  5. The method of claim 1, wherein the polynucleotide encodes a MYB polypeptide as shown in SEQ ID NO: 2
  8. The method of claim 1, wherein the promoter directs expression of the polynucleotide sequence in cotton fibers.
  9. The method of claim 1, wherein the modulation of transcription results in alteration of root hairs.
  10. The method of claim 9, wherein the promoter sequence directs expression in roots.
  11. A recombinant expression cassette comprising a promoter sequence operably linked to a heterologous polynucleotide sequence encoding a cotton MYB polypeptide, wherein the polynucleotide comprises a sequence at least 80% identical to SEQ ID NO:1.
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13. The expression cassette of claim 11, wherein the polynucleotide is as shown in SEQ ID NO:1.

15. The expression cassette of claim 11, wherein the polynucleotide encodes a MYB polypeptide as shown in SEQ ID NO: 2.

17. The expression cassette of claim 11, wherein the promoter directs expression of the polynucleotide sequence in cotton fibers.

18. The expression cassette of claim 11, wherein the promoter sequence directs expression in roots.

19. A cotton plant comprising the expression cassette of claim 11.